

BUSINESS MASTERY 1— PALM BEACH DAY 5: WEDNESDAY, JANUARY 30, 2019				
GOAL TIME	GOAL DURATION	ACTUAL TIME	CONTENT	LOGISTICS
9:45am			Doors open <i>Brief Team Meetings</i>	
10:30am			Dancers	
10:40am	<u>1 HR</u>		████████ ON STAGE <i>Business Results Training Presentation</i>	
11:40am	<u>15 min</u>		SALES BREAK / DANCERS <i>Optional Wheel</i>	
11:55am	<u>1 hr 15</u>		████████████████████ <i>How to Grow Revenue and Raise Capital through the Power of Crowdfunding</i>	
1:10pm	<u>15 min</u>		SNACK BREAK	
1:25pm	<u>5 min</u>		DANCERS	
1:30pm	<u>5 min</u>		TR ON STAGE – Intro panel Preframe panel: <ol style="list-style-type: none"> I am honored and privileged to have some of the world’s leading entrepreneurs, disruptors and leaders here with us today. <div></div> 	MRM: Speaker names + bullets on prompter
1:35pm	<u>1 HR</u> <u>20 min</u> <u>20 min</u> <u>20 min</u>		TR: <u>INTERVIEW PANELISTS</u> <div></div>	MRM: Have <i>BAR</i> ready. AV: Ready with Ellen Intro Video <i>TRT: 1:53</i> AV: Ready with Danny intro video <i>TRT: 1:41</i> AV: Ready with Martine intro video <i>TRT: 1:19</i>
2:35pm	<u>30 min</u>		GROUP DISCUSSION <ul style="list-style-type: none"> TR asks questions to group Audience Q&A Panelists ask each other one question Platinum and BM Mention	AV: BM2 slide on screen with dates if he calls for it
3:05pm	<u>1 hr 15</u>		MEAL BREAK <i>Announce 45 mins</i>	
4:20pm	<u>30 min</u>		<u>DOORS / DANCERS</u>	

GOAL TIME	GOAL DURATION	ACTUAL TIME	CONTENT	LOGISTICS
4:50pm	<u>20 min</u> 5 min 5 min 10 min		7 FORCES REVIEW & IMPLEMENTATION PLAN 1. Peak State! 2. Preframe 7 Forces Implementation Plan: How many of you have had some major breakthroughs? We want to make sure that we take those triggers home and capture them. 3. Game plan: Go home and complete your 7/7 plan, and in order to do that you need to schedule 90 minutes once per week with your team. The goal is for you to be a business owner, not a business operator. 4. Review: Key principles within Business Mastery and 5 Questions 5. Reminder: Right now, we are not filling in the 7 Forces Implementation chart – we’re just absorbing and brainstorming so you can fill in later.	<u>Manual:</u> Pg 167
5:10pm	1 hr 15		INTEGRATION EXERCISES 1. Peak State! 2. SCAN NOTES: Circle, highlight, or underline distinctions, insights, and parts that strike you. Do it quickly like a speed-reader! Think: What will I do with this? 3. WRITE: Action Items and Principles 1) What are some of the action items you took away from the 7 forces? 2) What are some of the principles you took away from the 7 forces? 3) What’s the value of them being implemented? 4) Ask: How many will take the time to finish this at home? How many have the principles laid out for your team? 4. Crank Energy 5. Transition: What would you do if you lost your notebook? It has happened before, so let’s do a couple more things. 6. WRITE: 7-10 Most Important Action Items 1) What are the 7-10 most important action items & principles you will take? 2) What is the dollar value of those actions taken over the next year? 3 years? 5 years? 10 years? 7. SHARE: Get in a group of 3 and share your most important action items and principles. 8. WRITE: 2-3 Most Significant Breakthroughs 1) It could be that you’re not an operator, you’re an owner, or a change in your belief system, or understanding optimization. 2) What are the significant decisions that you’ve made and what do they mean to you? 9. WRITE: 3 to 5 to Thrive 1) If you forgot everything else, what are the 3 to 5 most important objectives/results you want to achieve? 2) What is it worth emotionally and financially? 10. SHARES: 3 to 5 to Thrive & 36 Month Vision 1) Get a buddy – decide who is Person A and who is Person B 2) Share your 3 to 5 to Thrive 3) Share your vision of where you’ll be in 36 months. Go on a rant! 4) Switch partners 5) Show your partner how you will CELEBRATE! 11. WRITE: Dollar value 1) Ask: How many of you got a million in value? 2) Write the dollar value of implementing this consistently over the next 5-10 years. If you sold the business, how much would it be worth then? 14. Hold your buddies accountable in the future <ul style="list-style-type: none">Agree to touch base with your buddies once per week meeting for six weeks in order to hold each other accountable.Update your buddies on what your goals were for the past week and your most important outcomes.Tell them what you accomplished and what you fell short on.If you fell short, what would you do to change it? 15. BM2 / PLATINUM MENTION (IF NOT DONE BEFORE MEAL BREAK)	
6:25pm	<u>20 min</u>		ANNOUNCE WINNING & LEARNING TEAMS Begin with the learning team and then go to the winning team for better energy. 1. Learning Team: <ul style="list-style-type: none">L-StickerPlaqueGross Shot 2. Winning Team: <ul style="list-style-type: none">Trophy	MRM: Be ready with trophies, Drinks, & ‘L’ Stickers

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6:45pm	10 min		<u>CLOSED EYE/INCANTATIONS</u> <ol style="list-style-type: none"> 1. Make your move. Say yes! 2. Close your eyes and say out loud what you will achieve 3. Make the sound of what that feels like when you see yourself getting what you want. 4. I said if you'll give me 4 days of your life, I will more than deliver. 5. <u>Exercise:</u> Stand if you got \$1M, \$5M, \$10M, \$20M in value 6. Make the sound of victory. 7. I am a gladiator. I'm made for winter. 8. Give me your fear & limitations & I will give you results 	<u>A/V:</u> Have Muhammad Ali Video Ready <u>MRM/AV:</u> Ready to film "stand if you got \$1M in value exercise."
6:55pm	5 min		<u>VIDEO: MUHAMMAD ALI MASHUP</u> <ol style="list-style-type: none"> 1. You'll be one of the few that do vs. the many who talk. 2. You'll stand tall, operating your life where you don't live with fear. You'll have courage. Courage is not meaning you're not scared. It means you're scared but you do it anyway. 3. <u>VIDEO: Muhammad Ali Mashup</u> 4. Dare to be great my brothers & sisters, my gladiator friends. I will see you soon. Look around this room, we all have reasons to be proud. 	
7:00pm	20 min		<u>ON STAGE: LETTER TO SELF</u> <ol style="list-style-type: none"> 1. <u>Referral Process:</u> How many of you can think of a few people who would benefit from Business Mastery? <ul style="list-style-type: none"> • Facebook Group • DIGITAL BM Referral Process • Digital Comment Survey 2. <u>Write:</u> Think of all the distinctions of this week and write a letter to yourself. What actions are you going to take? What are you committed to doing to take your business to the next level? How are you going to grow your business 30-100%? <i>This letter will be sent 6 months from now.</i> Hand to crew. 	<u>AV:</u> Have instruction slide/link ready
7:20pm			<u>END OF PROGRAM</u>	